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**MARKETING PLAN TEMPLATE**

MARKETING PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|  |  |  |
| EMAIL | PHONE |
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| APPROVED BY | TITLE | DATE |
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# EXECUTIVE SUMMARY

|  |
| --- |
|  |

# MISSION STATEMENT

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| --- |
|  |

# VISION STATEMENT

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# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### COMPANY

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| --- |
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### COLLABORATORS

|  |
| --- |
|  |

### CUSTOMERS

|  |
| --- |
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### COMPETITORS

|  |
| --- |
|  |

### CLIMATE

|  |
| --- |
|  |

## SWOT ANALYSIS

|  |
| --- |
| INTERNAL FACTORS |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

CAPABILITY ONE

|  |
| --- |
|  |

CAPABILITY TWO

|  |
| --- |
|  |

CAPABILITY THREE

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| --- |
|  |

# GOALS

## BUSINESS GOALS

|  |
| --- |
|  |

## SALES GOALS

|  |
| --- |
|  |

## FINANCIAL GOALS

|  |
| --- |
|  |

## MARKETING GOALS

|  |
| --- |
|  |

# TARGET MARKET

## INFORMATION COLLECTION

|  |
| --- |
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## PAIN POINTS

|  |
| --- |
|  |

## SOLUTIONS

|  |
| --- |
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## BUYER PERSONA

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| --- |
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# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

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## UNIQUE SELLING PROPOSITION (USP)

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| --- |
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## BRANDING

|  |
| --- |
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## MARKETING MIX – 4Ps

### PRODUCT

|  |
| --- |
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### PRICE

|  |
| --- |
|  |

### PLACE

|  |
| --- |
|  |

### PROMOTION

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## MARKETING CHANNELS

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| --- |
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## BUDGET

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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

|  |
| --- |
|  |

## BENCHMARKS

|  |
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|  |

## MARKETING METRICS TO MEASURE SUCCESS

|  |
| --- |
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## MEASUREMENT METHODS

|  |
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# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

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## BREAKEVEN ANALYSIS

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## FINANCIAL STATEMENTS

### INCOME STATEMENT

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### CASH FLOW PROJECTION

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### BALANCE SHEET

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# APPENDIX

## RESEARCH RESULTS

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## PRODUCT SPECIFICATIONS AND IMAGES

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